

CONJUNCT CONSULTING

STRATEGY WITH A HEART

Corporate Volunteering



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Agenda

1 Introduction to Conjoint Consulting

2 What is Pro Bono

3 Our Corporate Scalathons

4 Methodology

5 Case Studies



Singapore has moved towards a new paradigm of impact-focused social work

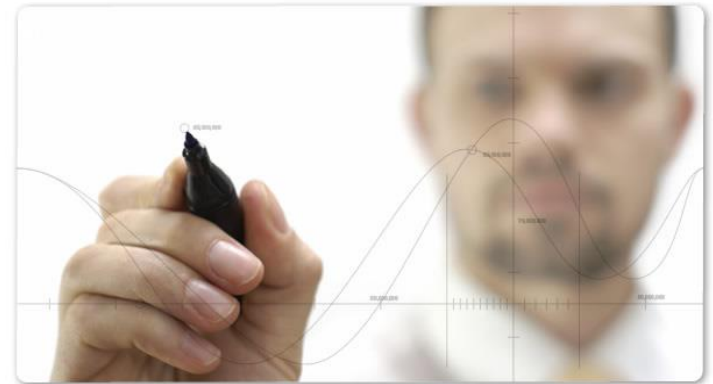
Conventional



- Execution
- Community
- Hours-based



Impact-Focused



- Strategy
- Collaboration
- Pro bono

Increasing expectations and challenges of non-profits have necessitated greater optimization of resources

Hours-Based Volunteering

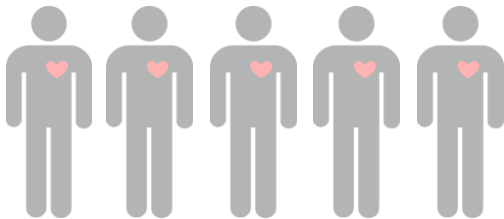
Training

No skills or knowledge needed

Work

Manual labour Intensive

Lives Impacted



VS

Skills-Based Volunteering

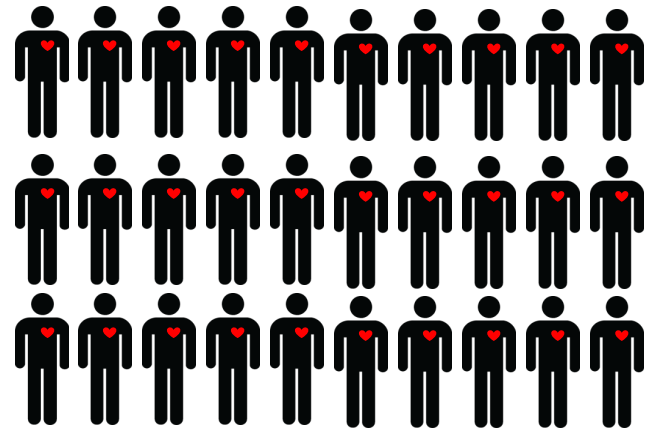
Training

Uses one's specialized skills and talents

Work

Improves non-profits to better help their beneficiaries

Lives Impacted



Conjunct Consulting is Asia's first pro bono consultancy serving the social sector

“Our mission is to
engage, mobilise and empower pro bono talent to
strengthen social good organisations.”



Conjunct Consulting has delivered over S\$1M worth of pro bono services to the social sector



We have worked with social sector organizations who serve multiple types of beneficiaries

Youth



Elderly



Disempowered & Community



Physically & Visually Challenged



Developmentally & Intellectually Challenged



ST. ANDREW'S AUTISM CENTRE
(A community service of St. Andrew's Mission Hospital)



Source: Conjunct Consulting Database

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What is Pro Bono?

Pro bono is derived from the Latin phrase, “Pro bono publico,” which means “for the public good.”

It refers to **professional** work undertaken **voluntarily** and without payment, as a public service.

Pro bono service helps ensure that nonprofits and social enterprises have **access** to the expertise they need to best serve their beneficiaries and communities.



“77% of non-profits believe skilled volunteers could significantly improve their organization’s business practices, but only 12% have been able to put volunteers to use in a skilled way.”

Source: BMW Foundation and Taproot Foundation



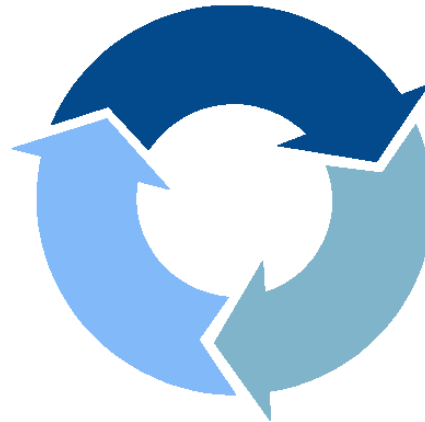
The Power of Pro Bono



ADDS BUSINESS VALUE
Engages employees,
leadership
development, retains
talent, builds
reputation visibility

STRENGTHENS NONPROFITS

Leverages corporate assets and
skills to increase nonprofits'
organizational capacity and
knowledge



AMPLIFIES COMMUNITY IMPACT

Helps nonprofits become
more effective and create
greater social impact



Why Should Companies Engage In Pro Bono?

1

Employee Training and Retention

- Allow employees to utilize their skills to create impact
- Develop leadership skills and expand employees' diversity of tasks and challenges
- Improve employee retention by offering additional professional development and recognition opportunities

2

Opportunities for Collaboration

- Build and strengthen relationships between employees and teams
- Help to break down silos and nurture internal communication
- Provide employees with visibility into different aspects of the company

3

Enhanced Community Impact

- Help nonprofits build organisational capacity and expand their impact
- Deliver the firm's core competencies and corporate assets (funding, pro bono, volunteerism) to the social sector



How does Conjoint promote pro bono?

1 Semester-long **pro bono consulting projects**, in which a team of trained consultants work over 10-12 weeks to deliver a set of recommendations and solutions to a nonprofit partner

2 One-day **corporate scalathons**, in which a corporate partner volunteers teams of employees to work together in teams to help solve a nonprofit's problem

3 Participating in a **global pro bono movement**, in which Conjoint has joined other pro bono intermediaries such as Taproot Foundation (US) and Pro Bono Lab (France) to promote pro bono and skills-based volunteerism globally

Since its inception in August 2011, Conjoint Consulting has delivered **62 consulting projects** with a total of **48 nonprofit partners** across various sectors, creating over **\$1 million** worth of social impact.



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Conjunct Consulting's Pro Bono Solution

A **customizable skills-based volunteering programme** that allows employees from your organisation to deliver impactful pro bono service



STRUCTURE PROGRAMME

We design a pro bono volunteering programme based on your objectives



SOURCE PROJECTS

Scope discrete projects with defined deliverables



MANAGE & EXECUTE

We prep nonprofits and employees for success and facilitate project delivery



Employee
engagement

Leadership
Development

Community
Building



The Scalathon - A Skills Marathon for Corporate Employees

Through Conjoint Consulting's proprietary “**Scalathon**” model, volunteers come together for a one day **skills marathon** to solve a **strategic problem** faced by a nonprofit.



Deliverables defined
by Conjoint
Consulting



Innovative
environment created
by Conjoint
Consulting



Volunteers from your
organisation

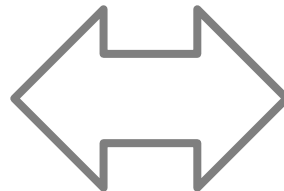
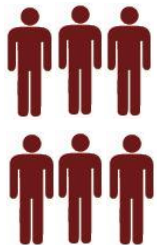


Recommendations that are both
creative and implementable for
the nonprofit

The Scalathons bring Pro Bono Talent to NPOs

From Corporate Clients:

Employees volunteer to participate in the event and are placed in teams



From Conjoint Consulting:

Project Scoper & NPO Expert:

Experienced mentor with understanding of NPOs will assist in **project scoping** and management



Team Facilitator:

A discussion facilitator will be attached to each team during the event to inspire and guide teams through the ideation and recommendation process



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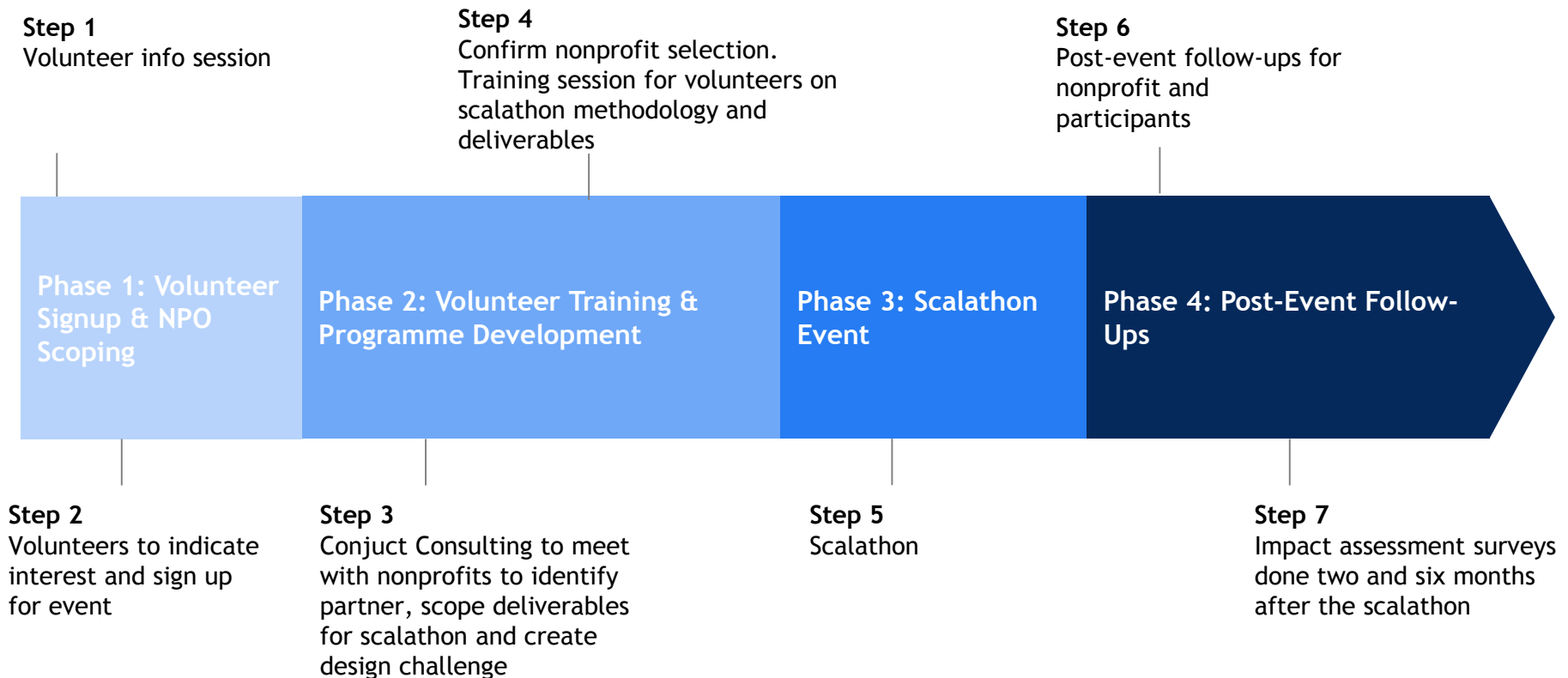
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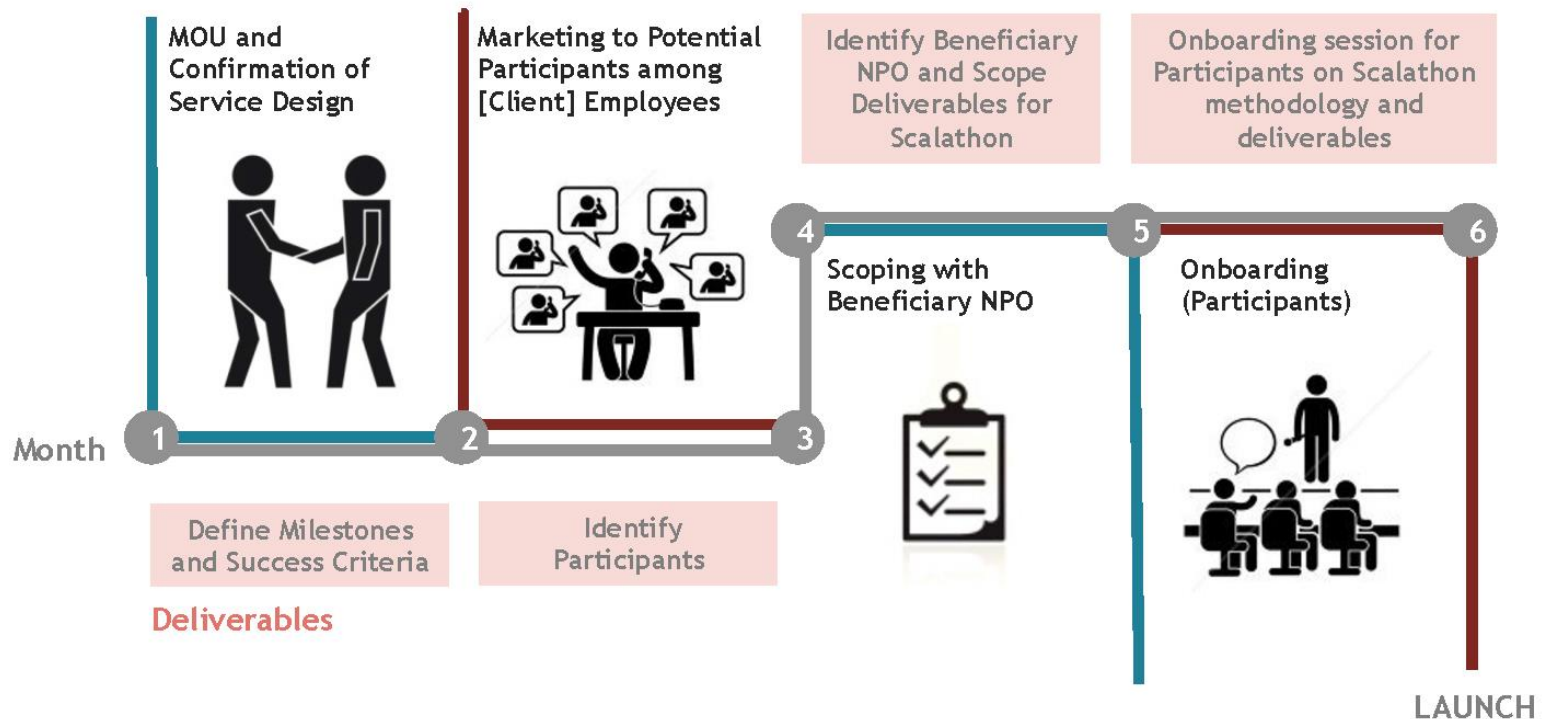
Planning and executing a Scalathon is a 4-stage process



Conject Consulting will manage the end-to-end process of the project, from event design to execution



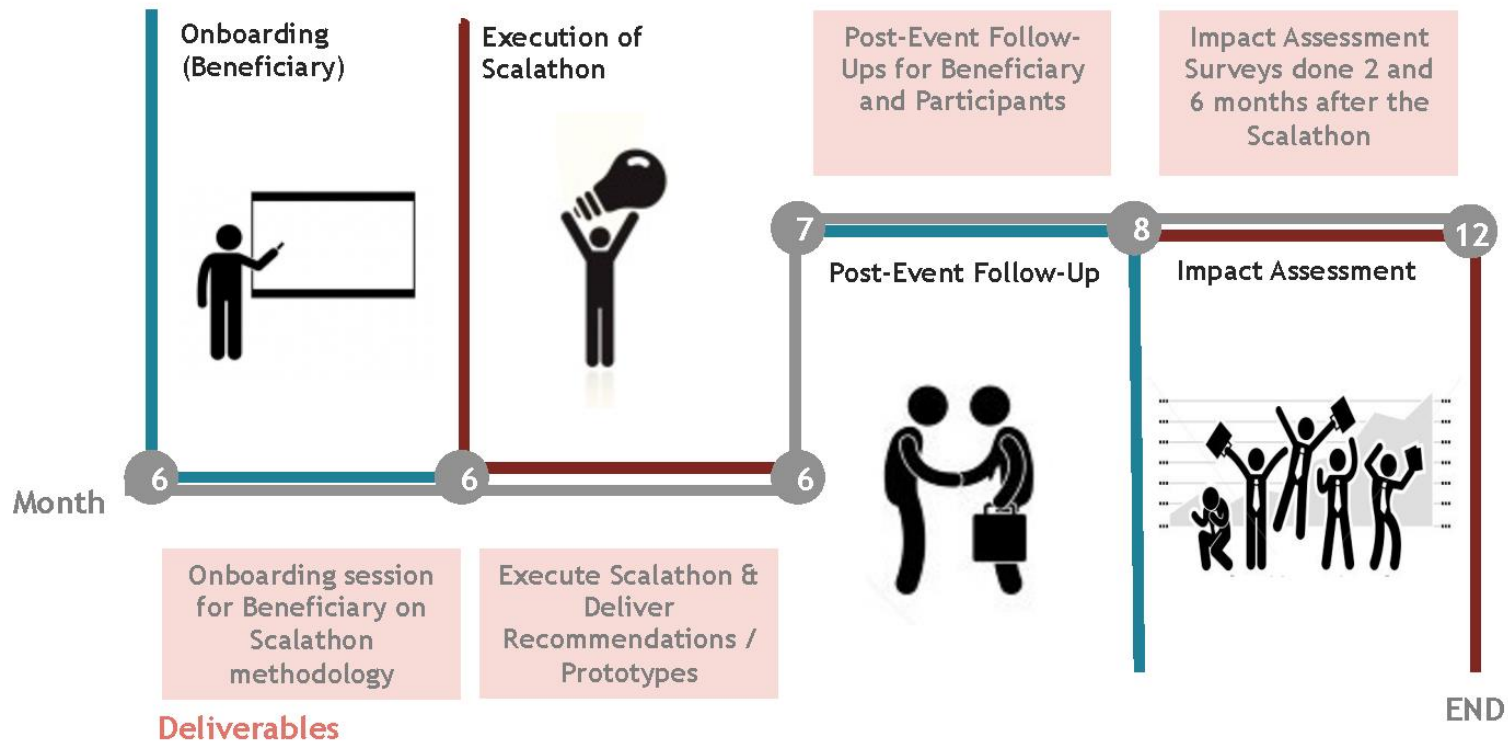
Timeline & Key Milestones (Pre-Event)



Conjunct Consulting will manage the end-to-end process of the project, from marketing to execution



Timeline & Key Milestones (Event)



Event day execution & facilitation

1 REGISTRATION



2 IDEATION



3 PROTOTYPING



4 PRESENTATION & JUDGING



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Case Study: Deutsche Bank



Problem

DaySpring is the only certified Residential Treatment Centre in Singapore for abused teenage girls.

In recent years, DaySpring has faced the increasingly pressing need to expand its capacity, but fundraising has been a challenge for DaySpring due to its limited donor pool. How can DaySpring increase outreach to meet its operating targets?

Solution

As part of Deutsche Bank's Vice President Training, employees used their professional expertise to **develop a corporate and individual donor outreach strategy** for DaySpring.

Result

DaySpring received a 3-year fundraising plan aimed at developing relationships with potential corporate partners.

DaySpring also learned how they could implement awareness programmes to engage individuals and the community at large to cultivate a broad donor base.



Testimonies from satisfied nonprofit partners

TESTIMONIAL

“We had a great time hearing the **ideas that came forth in such a short period** and are amazed at the [teams’] articulation of DaySpring's work.

We were also grateful for the **enthusiasm and diligence** of each of the participants as they tackled the project at hand.”

Adelene Wee,
Assistant Director, Partnerships,
Dayspring Residential Treatment Centre

Event Satisfaction
score: 4.8/ 5.0



DaySpring highPoint
where women find purpose & hope

TESTIMONIAL

“It was a **great, eye-opening experience...** Not only were we able to benefit from the PR expertise of Edelman, we had the Conjoint facilitators help us **keep the recommendations practical** for a group like us.

The next steps are really useful for me to implement immediately.”

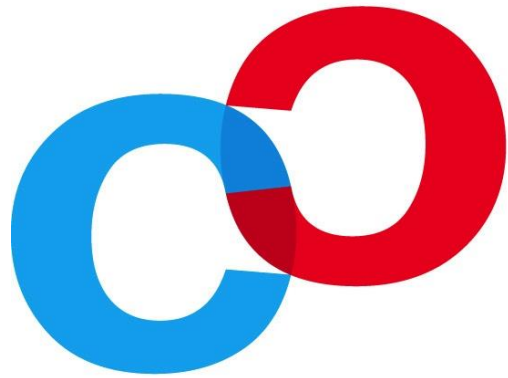
Tay Kae Fong,
President,
Jane Goodall Institute (Singapore)

Event Satisfaction
score: 4.7/ 5.0




Jane Goodall Institute (Singapore)





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Thank You

